



African American Cultural Center Community Engagement Process & Results

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May 28, 2019

- Community Engagement Plan
- Engagement Process
- Findings



Purpose

Engage the African American community to provide input for the Community Advisory Committee to create a community-driven operating vision for an African American Cultural Center in Long Beach.



Process



3 COMMUNITY
ROUNDTABLES



12 ONE-ON-ONE
INTERVIEWS



7 FOCUS
GROUPS



ONLINE
SURVEYS



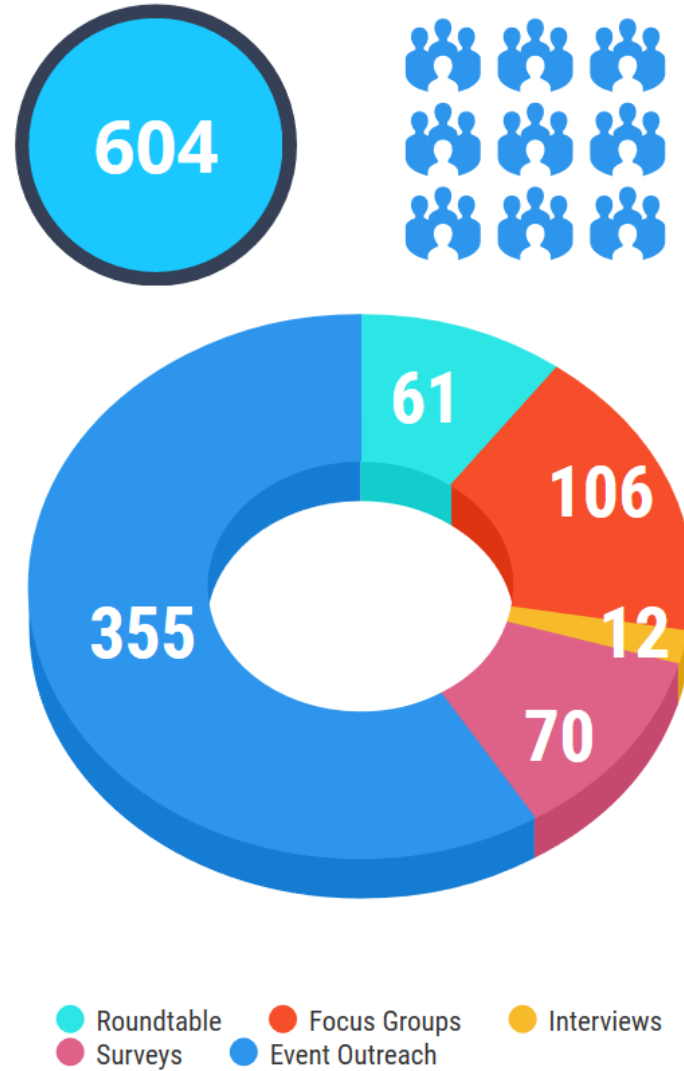
13 COMMUNITY
EVENTS

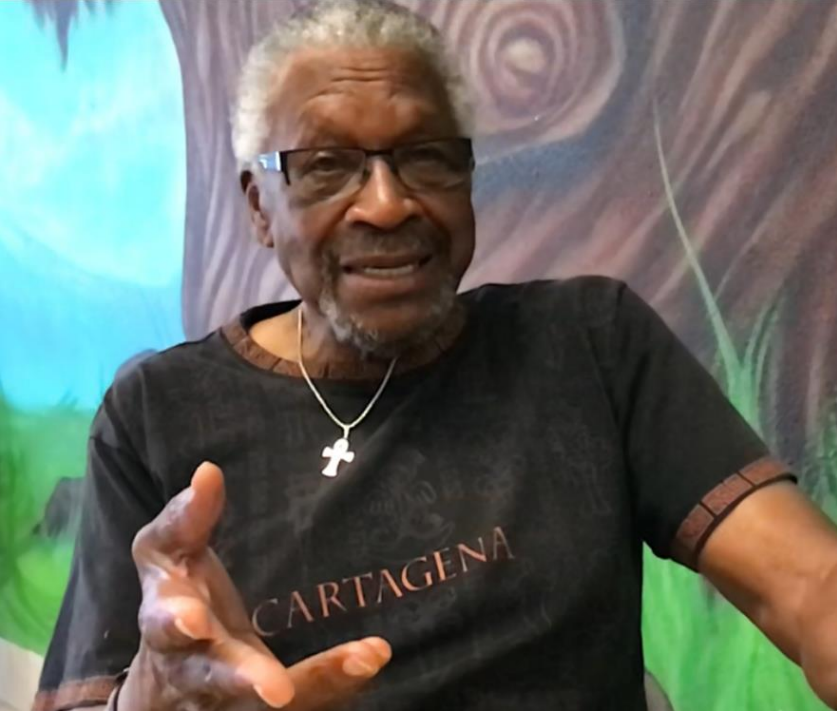


355 FLYERS

Process

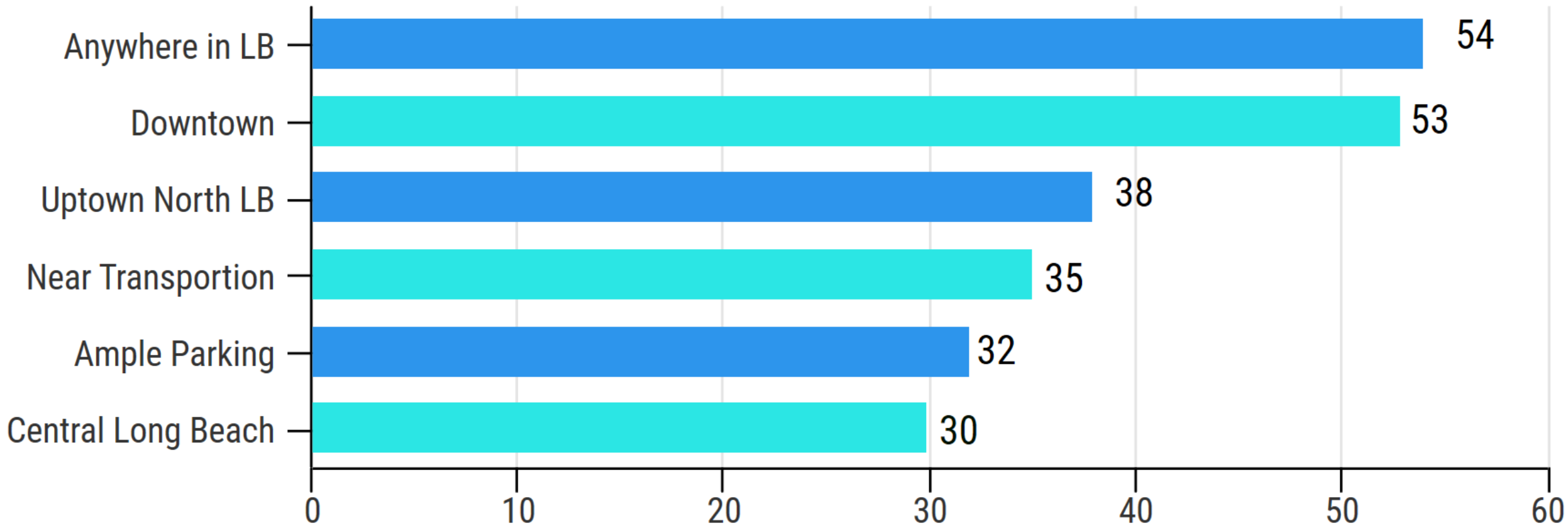
People Engaged





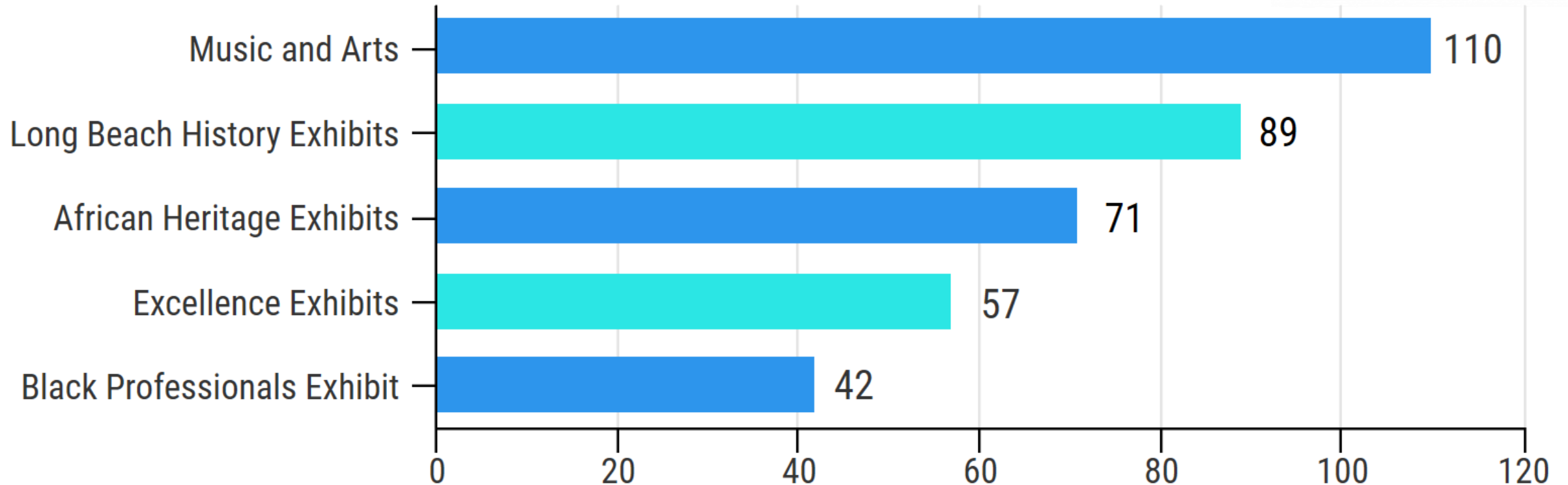
Findings

Location Trends



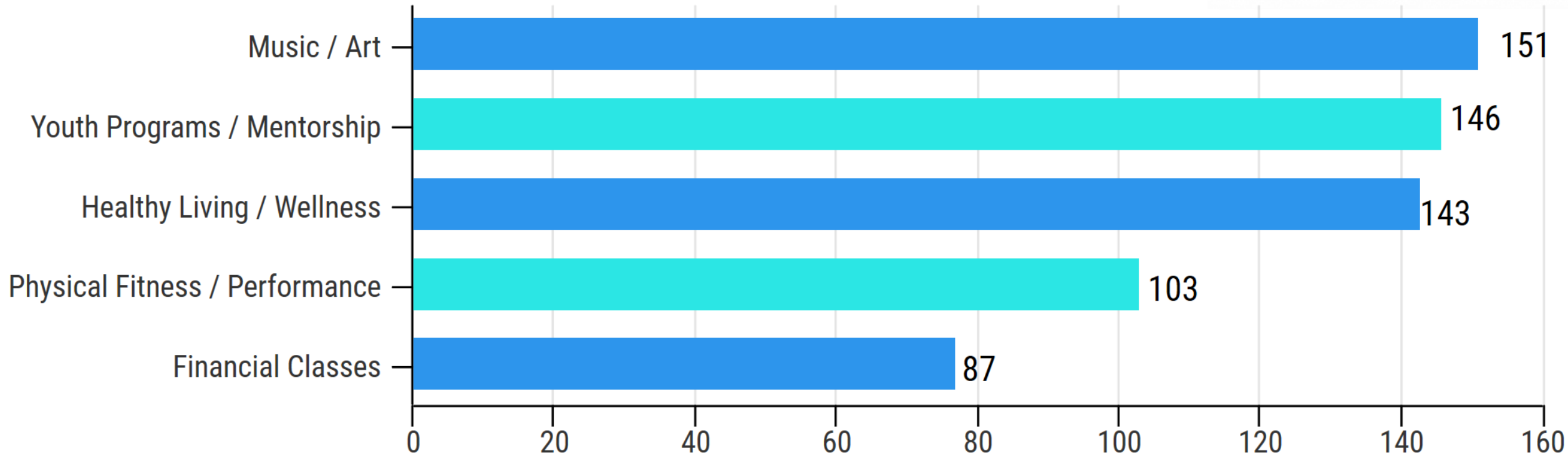
Findings

Exhibits Trends



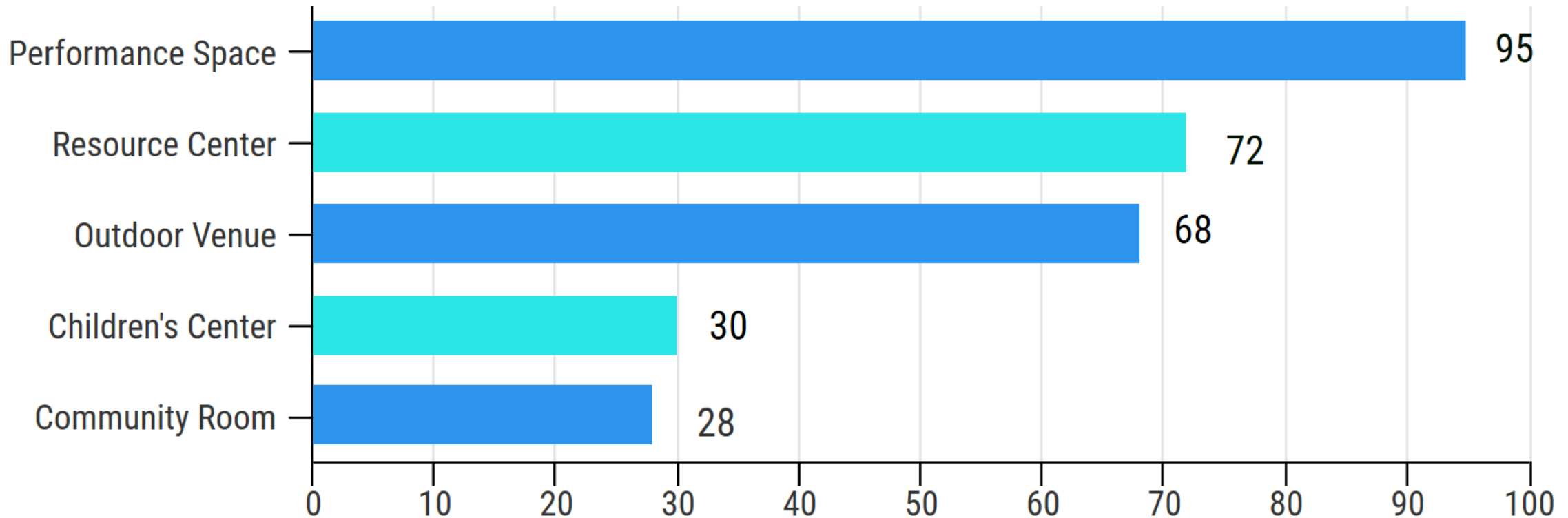
Findings

Programs Trends



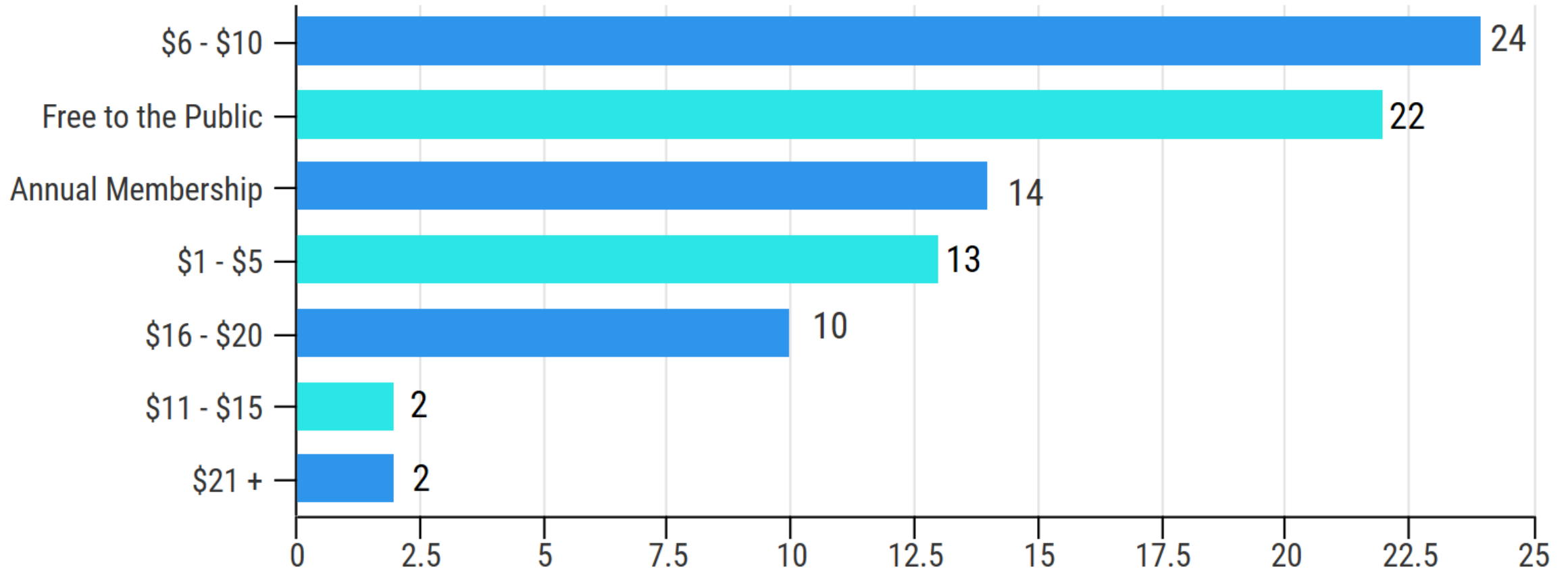
Findings

Facility Assets Trends



Findings

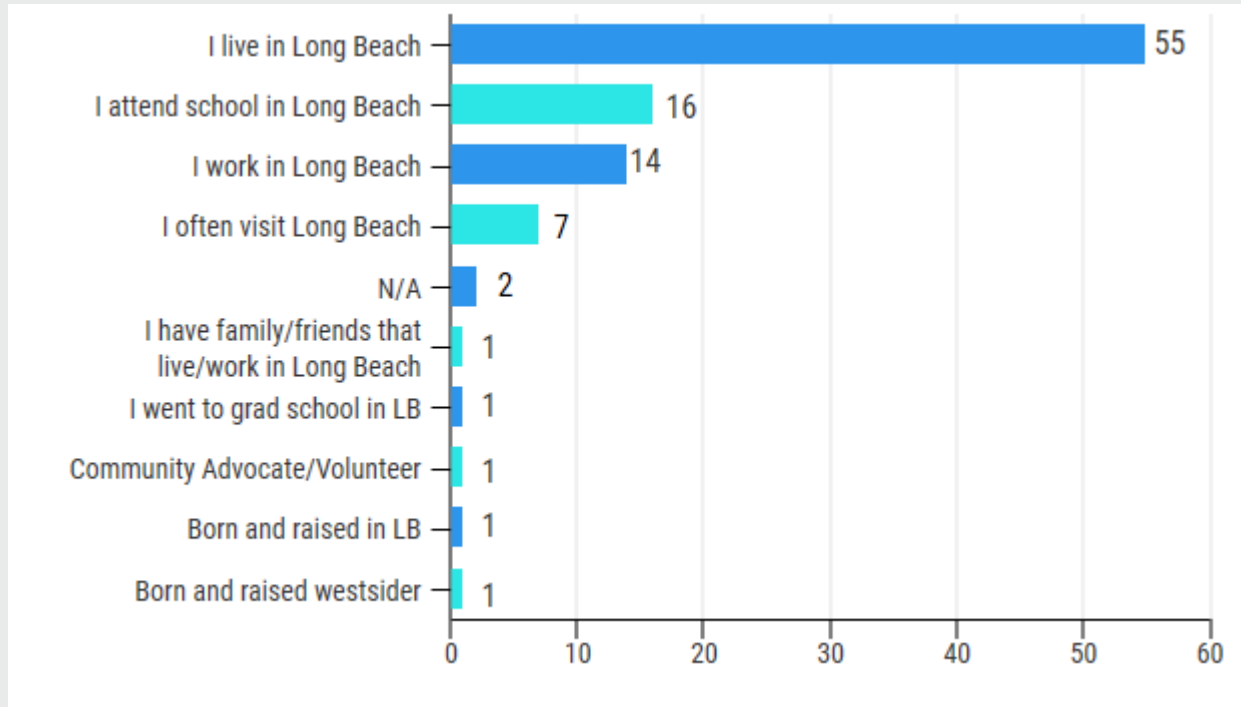
Willingness to Pay Trends



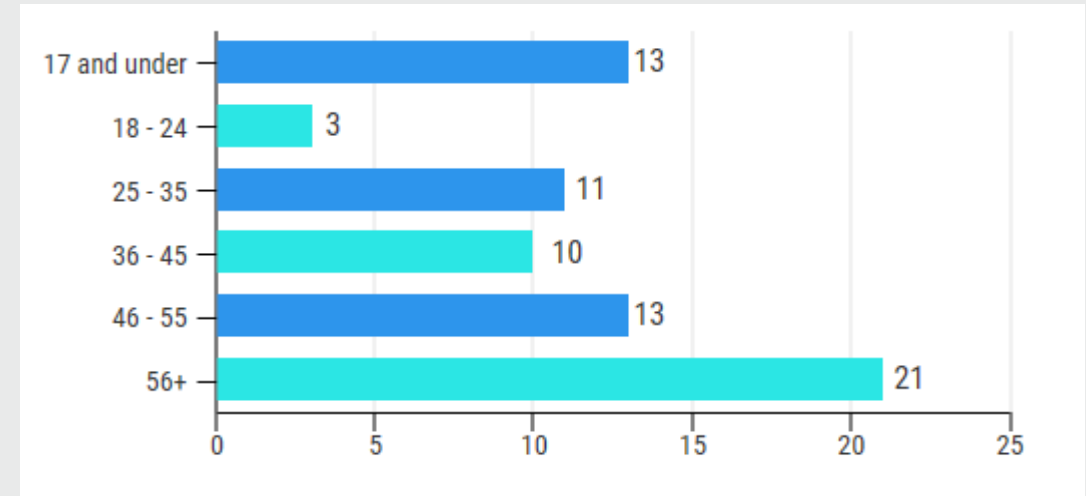
Findings

Online Survey Results

Relationship to Long Beach



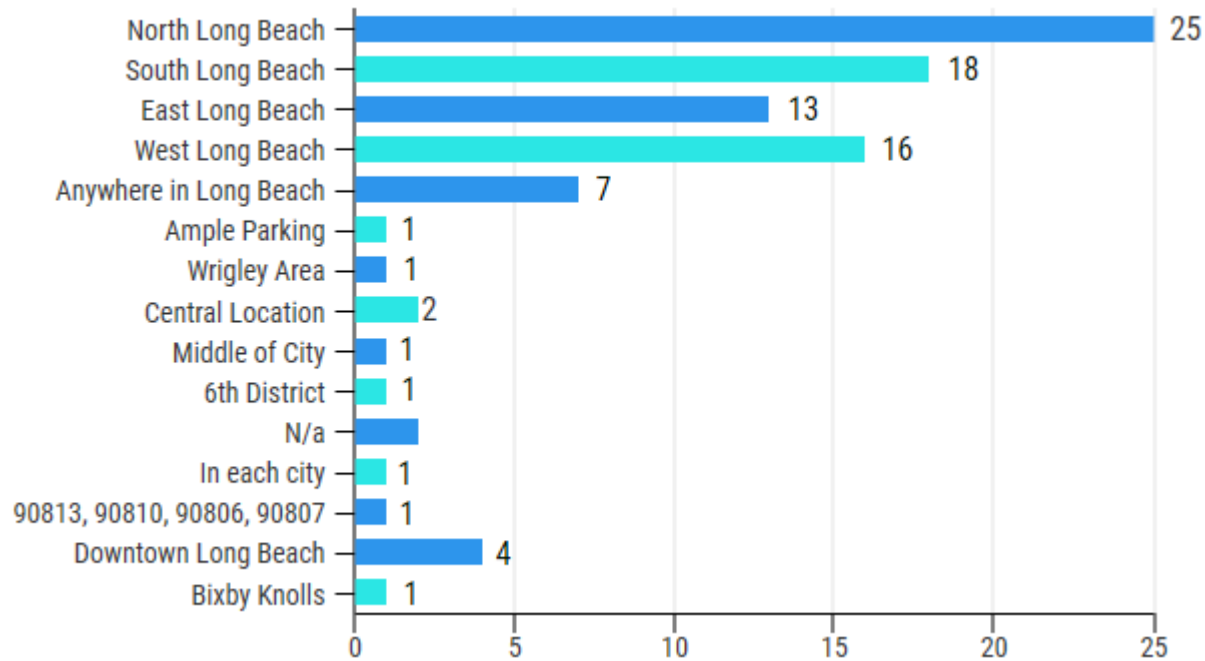
Age



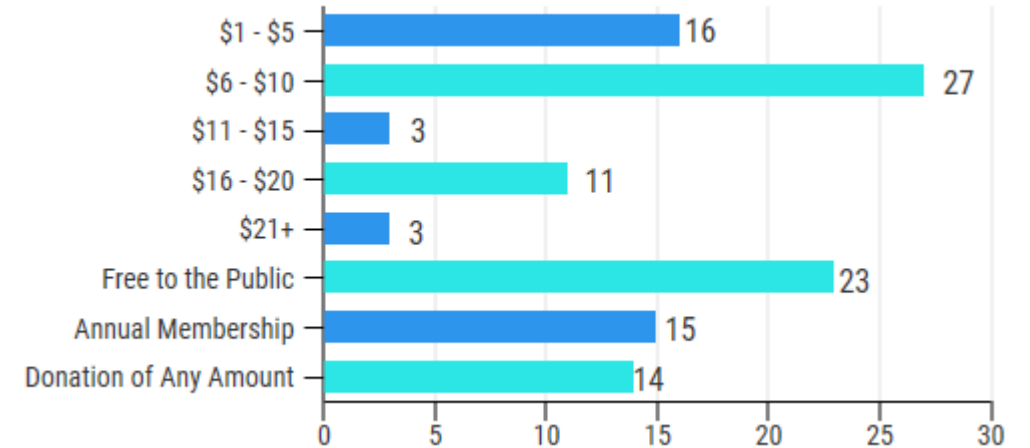
Findings

Online Survey Results

Where in Long Beach



How much would you be willing to pay



Findings

Summary of Findings

- **Location:** Uptown/North or Downtown Long Beach with good access to public transportation and ample parking.
 - Having it near parks was also important (**King Park** and/or **Cal Rec/McBride Park** in Central LB, or Chavez Park in DTLB)
- There would be a benefit to **partnering** with Long Beach City College or the Long Beach Public Library.
- **Exhibits** should focus on the African experience in Africa (pre-slavery) to the Americas with a dedicated Long Beach History Exhibit honoring African Americans who have made contributions to the arts, sciences and society, etc.
 - Should also display African and African American Arts, Crafts and music.



Findings

Summary of Findings

- **Programs** and classes should focus on African American health & wellness, cooking, youth enrichment, financial education and awareness, African and African American art, culture music and dance.
- **Facility** should have an outdoor garden / event venue, a kitchen for diaspora cooking classes, a library and resource center, Exhibition space, performance space, music and dance studio and the ability to screen films.
- **Cost** of admission can be as high as \$10 with discounts for youth and seniors. There should also be annual memberships.



The background of the slide features a collection of African drums and a patterned rug. In the foreground, a drum with a light-colored head and a body decorated with colorful geometric patterns (yellow, blue, and red) is visible. Behind it, another drum with a similar pattern is partially obscured. To the right, a third drum with a white head and a body with red and black patterns is visible. The drums are resting on a rug with a green and yellow pattern. The text is overlaid on a semi-transparent white background.

Thank you!

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